| FSC-51-B | 3/13/98 |
|---|---|
| **SUBJECT:** WINSTON POS Changeover - July | |
| Response Required? X Yes | |
| Date Required: See timetable for details | |

**DISTRIBUTION:**

| | | |
|---|---|---|
| X AVP | X KAM | X DM |
| X RSM | X AM | X RM |
| X RBM | X AE | ___ Sales Rep |
| X ROM | | ___ Retail Rep |

**Objective**: Communicate WINSTON July POS changeover details.

Communicate procedures for Field Sales to determine quantities needed by assignment based on division brand priorities.

**Purpose**: Continue WINSTON's momentum and communicate WINSTON's "No additives" point of difference.

During July coverage, WINSTON POS should be converted to the primary "Kiss Your Additives Goodbye" message. The majority of WINSTON POS must be replaced with new graphics.

Division Brand Priorities

- Your division priority brand will determine which brand will be primary on POS and displays. Refer to FSC-147-B, Attachment A, which contains the 1998 brand priorities.
- Before entering POS quantities, please review the brand priority spreadsheet to ensure understanding of the priority brand identified for your division.
- Our goal remains to **maintain a proper balance between WINSTON and CAMEL no matter which brand is priority**.

POS Changeover Guidelines

- Review division brand priorities to identify which brand is priority in your division.
- Retail/Sales Representatives determine POS needs on a call-by-call basis for WINSTON.
- When calculating your needs, build in enough quantities to last through December.
- Once total assignment quantity is determined, Retail/Sales Representatives fill out order form and forward to the ROU (Attachment A).
- ROU enters material requests via Function "POS" in SMS. This same function should be used for any updates or changes.
- **ROU must ensure**:
  - **Address of ship-to points are correct**.
  - **There is an order for every assignment including vacancies**.

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Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

The following timetable outlines key dates in the process:

| | |
|---|---|
| 3/16 - 3/27/98 | Retail/Sales Representatives survey assignments and record quantities needed via order form (Attachment A). **DM/RM - please make every attempt to review quantities by assignment.** |
| 3/27/98 | Due date for Retail/Sales Representatives order to arrive in ROU. |
| 3/16 - 4/10/98 | System model open for ROU material request at the assignment level (ROU). Refer to function "POS" in SMS to place assignment requests. |
| 4/13/98 | Orders finalized at national level for July WINSTON POS workplan changeovers. **ROUs cannot make any changes to quantities.** |
| 5/20/98 | Last opportunity for address changes. |
| 6/3/98 | Begin shipment of July WINSTON workplan POS to designated Field locations. |
| 6/10 - 6/26/98 | WINSTON workplan arrives in Field. |
| 7/6/98 | WINSTON workplan POS changeover DTS. |

**Note to ROUs** - Please provide workplan POS item diagrams depicting POS pieces and the fixtures they support to your Retail Reps and new Sales Reps to ensure they understand what fixture or display each POS piece fits. The diagrams are attached.

Program Contact: Lori O'Connor, extension #3019

R. J. REYNOLDS TOBACCO COMPANY

Attachment

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Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

**Attachment A**

Name _____
Employee # _____
Assignment # _____
**Ship To # _____
Check one: Home ___ Storage ___

**FOR ROU USE ONLY**
SMS Order # _____

| Item # | Order Quantity | SKU Pack | Item Description | Page |
|---|---|---|---|---|
| • Pack Display POS Cards (Non-Lit) | | | | |
| 535982 | | | 40-Pack Tray Large End Cap Card - No Graphic Change | 16 |
| 535985 | | | 80-Pack Tray Large End Cap Card - No Graphic Change | 16 |
| 544304 | | | Enhanced 40-Pack Tray End Cap Card | 26 |
| 544310 | | | Enhanced 80-Pack Tray End Cap Card | 27 |
| 544184 | | | 14" Header Card | 8 |
| 544250 | | | APD Enhanced Card | 17 |
| 544262 | | | APD Large Card | 18 |
| 544271 | | | APD Medium Card | 19 |
| 544280 | | | APD Small Card | 20 |
| 544292 | | | APD Tray Strip | 22 |
| 544301 | | | Channel Strip | 24 |
| 544322 | | | 24" Package Card | 31 |
| 544334 | | | Large PPD Card | 34 |
| 544364 | | | Small PPD Card | 38 |
| 544355 | | | 16" Package Card | 37 |
| 544370 | | | Small Side Card | 39 |
| 529550 | | | Small PPD Card - WINSTON Ultra Lt Box Only - No Graphic Change | 38 |
| • Pack Display POS Transparencies (Lit) | | | | |
| 531551 | | | 8 Col Transparency - No Graphic Change | 6 |
| 526103 | | | 24" Package Transparency (Bottom) - No Graphic Change | 31 |
| 544325 | | | 24" Package Transparency (Top) | 31 |
| 527093 | | | 16" Package Transparency (Bottom) - No Graphic Change | 37 |
| 544190 | | | 14" Header Transparency | 8 |
| 544211 | | | 20 Column Transparency | 11 |
| 544253 | | | APD Enhanced Transparency | 17 |
| 544265 | | | APD Large Transparency | 18 |
| 544274 | | | APD Medium Transparency | 19 |
| 544283 | | | APD Small Transparency | 20 |
| 544340 | | | Large PPD Transparency | 34 |
| • Carton Display POS Cards (Non-Lit) | | | | |
| 544202 | | | 19" Canopy Card | 10 |
| 544214 | | | 24" Enhanced Canopy Card | 12 |
| 544223 | | | 28" Canopy Card | 13 |
| 544244 | | | 36" Enhanced Canopy Card | 15 |
| • Carton Display POS Transparencies (Lit) | | | | |
| 544205 | | | 19" Canopy Transparency | 10 |
| 544220 | | | 24" Enhanced Canopy Transparency | 12 |
| 544232 | | | 28" Canopy Transparency | 13 |
| 544241 | | | 36" Enhanced Canopy Transparency | 15 |
| • Non-Display Signage (Non-Lit) | | | | |
| 544331 | | | Large Paster | 33 |
| 544382 | | | Small Paster | 11-Sav |
| 544373 | | | One Sheet | 17-Misc |
| • Non-Display Signage (Lit) | | | | |
| 544193 | | | 15 x 49 Transparency | 9 |
| 544235 | | | 32 x 37 Transparency | 14 |
| • Specialty POS Cards (Non-Lit)/Specialty POS Transparencies (Lit) Quantities on these items should be minimal | | | | |
| 544352 | | | NSS Sign Transparency | 36 |
| 535895 | | | 11 Column Slide Card - No Graphic Change | 7 |
| 544313 | | | Flex Side Transparency | 28 |

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Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

**Attachment A**

Name _____
Employee # _____
Assignment # _____
**Ship To # _____
Check one: Home ___ Storage ___

**FOR ROU USE ONLY**
SMS Order # _____

| Item # | Order Quantity | SKU Pack | Item Description | Page |
|---|---|---|---|---|
| • New World Merchandisers POS Card (Non-Lit) | | | | |
| 544385 | | | 12" Enhanced Canopy Card | 40 |
| 544391 | | | 2' WD Canopy Card | 41 |
| 544400 | | | 48" Enhanced Canopy Card | 42 |
| • New World Merchandisers POS Transparencies (Lit) | | | | |
| 544394 | | | 2' WD Canopy Transparency | 41 |
| 544403 | | | 48" WD Canopy Transparency | 42 |

* 36" Enhanced Card Transparency Card fits 3' Unit

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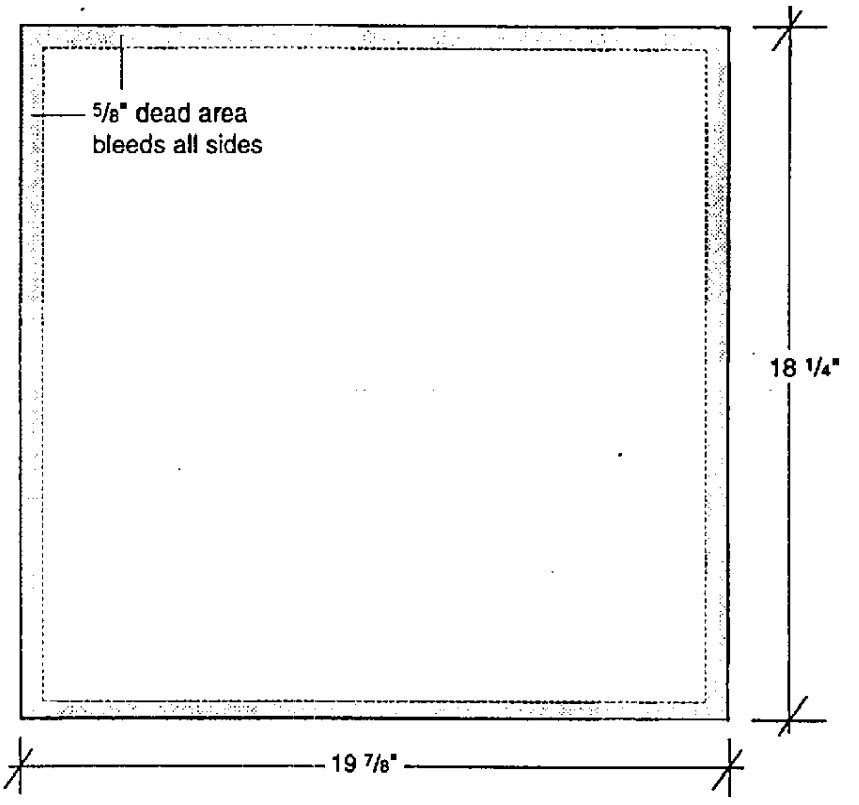
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# 8-COLUMN OPM TRANSPARENCY

## (8 COL TRANS)

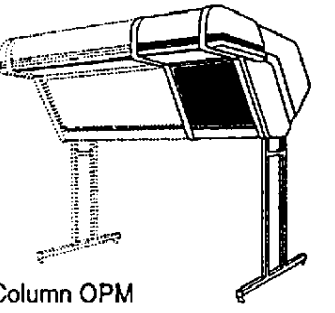



**SPECIFICATIONS**
Dimensions: 19 7/8" x 18 1/4"
Area: 362.72 square inches
Warning Notice: Exhibit 5
T&N: 18 pt.

**CODE NAME**
8 COL TRANS
WCD FRONT

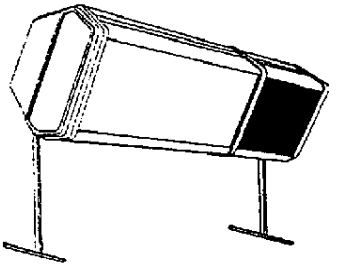
**USAGE**
Requires one transparency

**NOTE:**
Also used with:
OVERHEAD II
OVERHEAD III
OVERHEAD IIIR

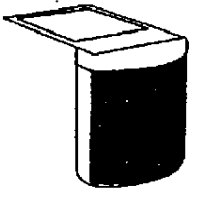


20-Column OPM

Note: Unit attaches to 20-Column OPM



6' Mini Overhead



Waterfall Counter Display

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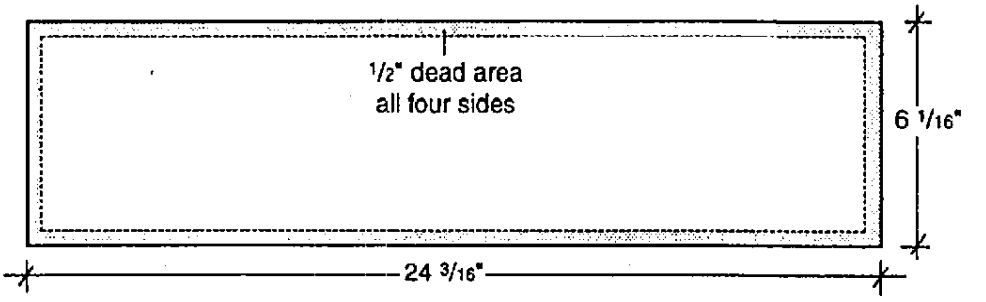
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

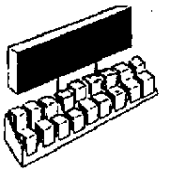
# 11-COLUMN SLIDE-BY CARD
## (11 COL SLIDE CARD)

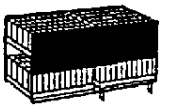


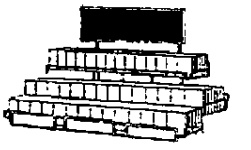

**SPECIFICATIONS**
Dimensions: 24 3/16" x 6 1/16"
Area: 146.64 square inches
Warning Notice: Exhibit 3
T&N: 12 pt.

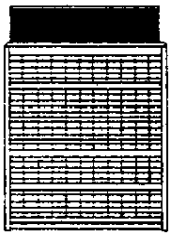
**CODE NAME**
11-Column Slide-By Card –
11 COL SLIDE CARD
PPCD Sign Holder –
PPCD SIGN CD
K-Mart Checklane – K-MART CK LANE
K-Mart PPCD – K-MART PPCD
Wood/Metal Spring-Load Display –
WD/METAL SP LD DISP
Metal 2' x 3' Express Checkout Display –
MET EX CK DISP

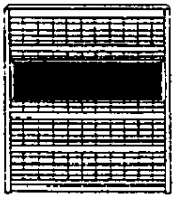
**USAGE**
11-Column Slide-By Top Signage
Requires one card
11-Column Slide-By Front Signage
Requires one card
PPCD Sign Holder
Requires one card
K-Mart Checklane
Requires one card
K-Mart PPCD
Requires one card
Wood/Metal Spring-Load Display
(2.5' x 3', 2.5' x 3.5', 2.5' x 4')
Requires two cards
2' x 3' Metal Express
Checkout Display
Requires three cards

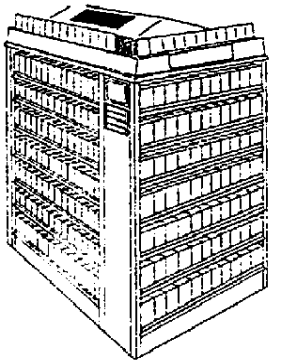

PPCD Sign Holder


K-Mart Checklane


K-Mart PPCD


11-Column Slide-By
Top Signage


11-Column Slide-By
Front Signage


Wood/Metal
Spring-Load Display

2' x 3' Metal Express
Checkout Display

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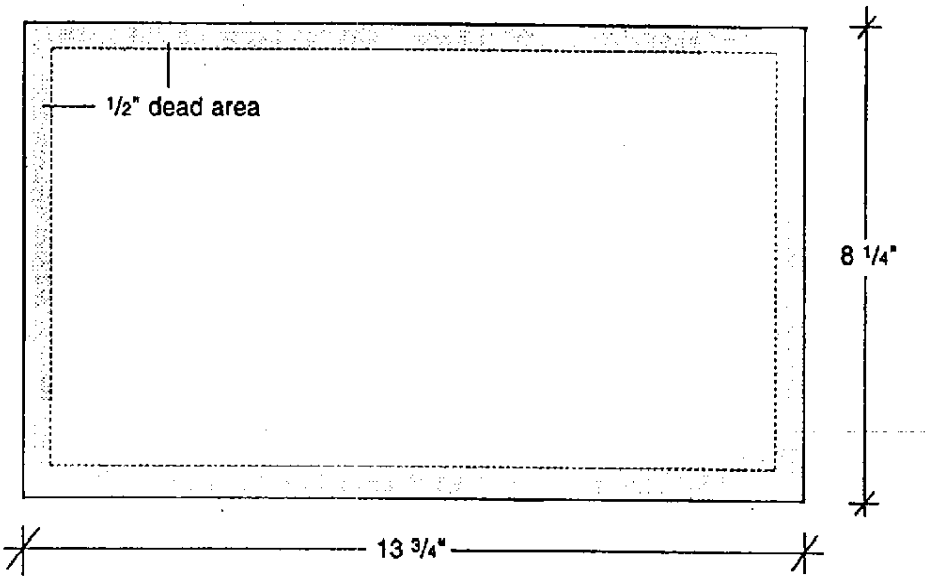
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# 14" HEADER CARD OR TRANSPARENCY

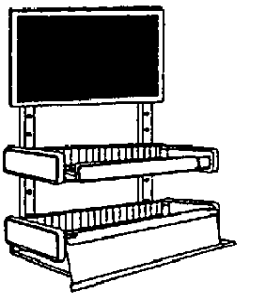
## (14" HEADER CARD, 14" HEADER TRANS)



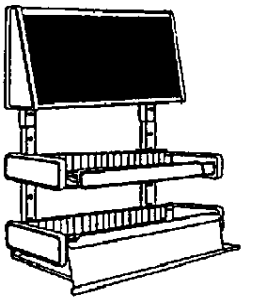

**SPECIFICATIONS**
Dimensions: 13 3/4" x 8 1/4"
Area: 113.44 square inches
Warning Notice: Exhibit 3
T&N: 12 pt.

**CODE NAME**
14" HEADER CARD
14" HEADER TRANS

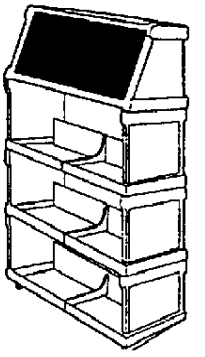
**USAGE**
System III Counter Display
Requires one top transparency/card
Doral 6-Tray Counter Display
Requires one top card



Non-Illuminated Enhanced
30-Pack Tray
System III Counter Display



Illuminated Enhanced
30-Pack Tray
System III Counter Display



Doral 6-Tray
Counter Display

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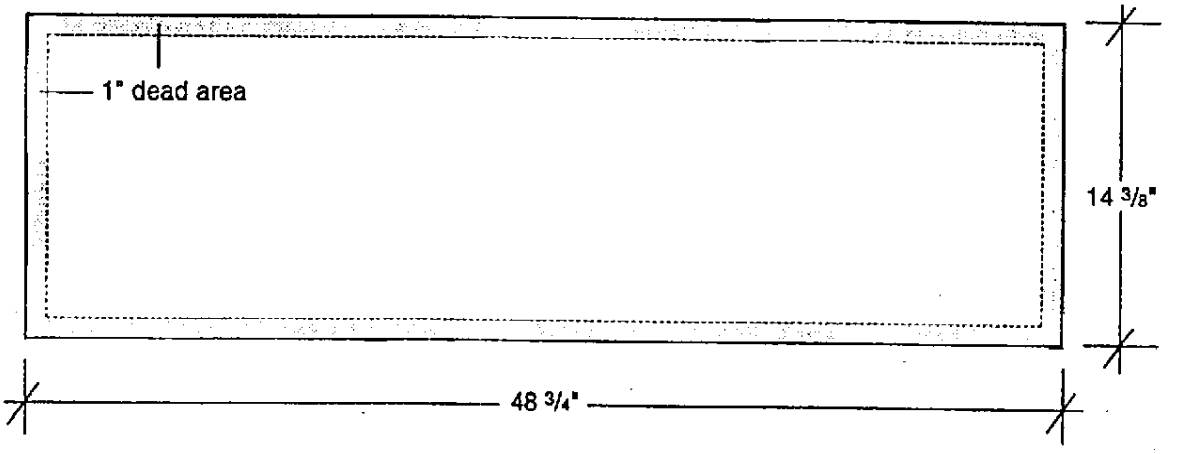
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# 15" x 49" HORIZONTAL TRANSPARENCY

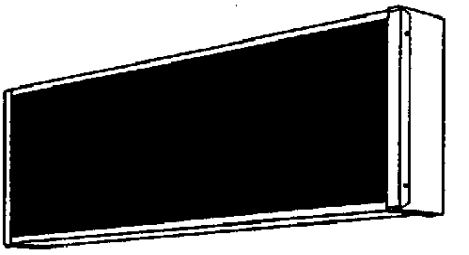
## (15 X 49 TRANS)




**SPECIFICATIONS**
Dimensions: 48 3/4" x 14 3/8"
Area: 700.78 square inches
Warning Notice: Exhibit 6
T&N: 24 pt.

**CODE NAME**
15 x 49 TRANS

**USAGE**
Requires two transparencies



15 x 49 Sign

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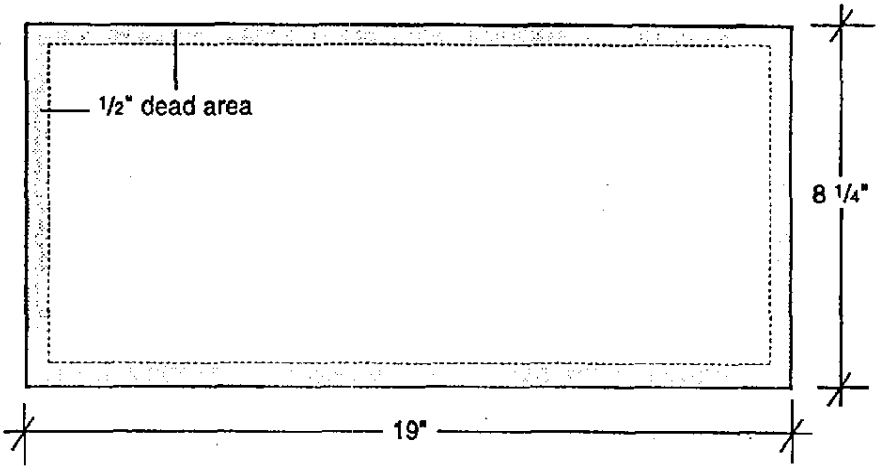
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# 19" CANOPY CARD OR TRANSPARENCY

## (19" CANOPY CARD, 19" CANOPY TRANS, 19" CTN TRANS)



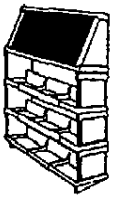

**SPECIFICATIONS**
Dimensions: 19" x 8 1/4"
Area: 156.75 square inches
Warning Notice: Exhibit 3
T&N: 12 pt.

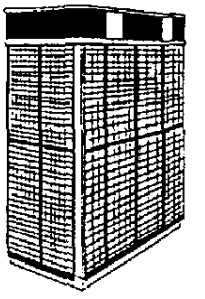
**CODE NAME**
19" CANOPY CARD
19" CANOPY TRANS
19" CTN TRANS

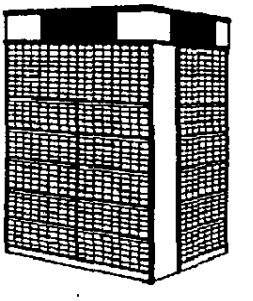
**USAGE**
System III Counter Display
Requires one transparency
Gondola End Pack Merchandiser
Requires three cards
Flex/Wood Unit
Requires multiple cards or transparencies based on installation
Doral 9-Tray Counter Display
Requires one card or transparency
Curved Lens 40-Pack Tray Enhancement Kit
Requires one transparency

System III Counter Display (Non-illuminated)

Curved Lens 40-Pack Tray Enhancement Kit


Doral 9-Tray Counter Display


Gondola End Pack Merchandiser


Flex/Wood Unit

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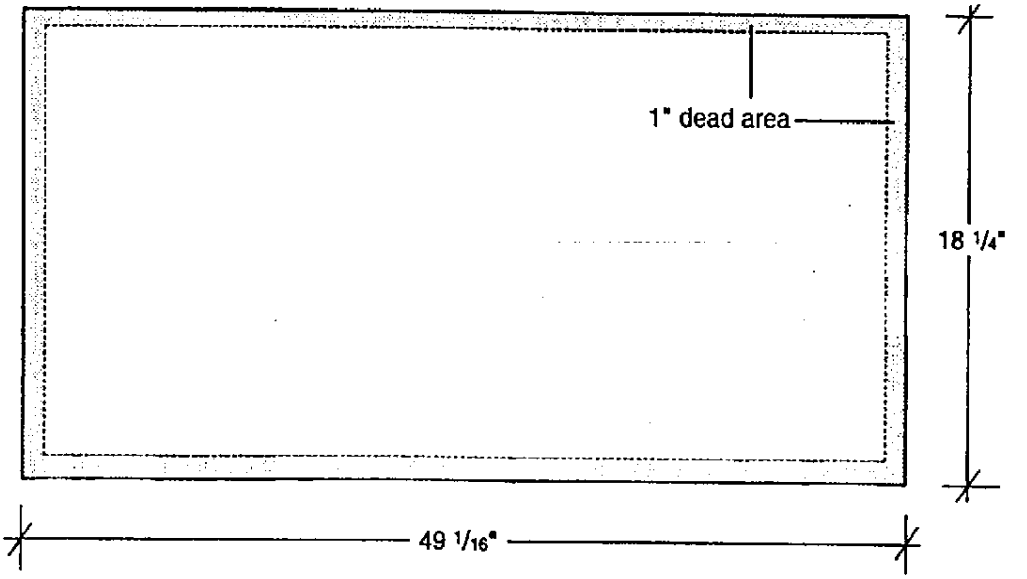
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

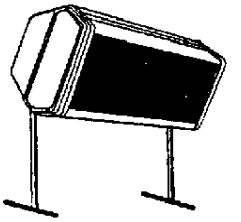
# 20-COLUMN
# OPM TRANSPARENCY
## ALSO: OVERHEAD III, IIIR, IV, MINI, AND Y SIGN TRANSPARENCY
## (20 COL TRANS)

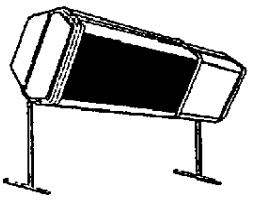


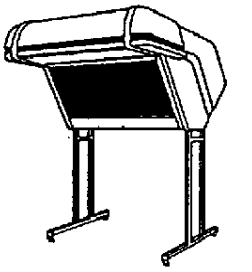

**SPECIFICATIONS**
Dimensions: 49 1/16" x 18 1/4"
Area: 895.39 square inches
Warning Notice: Exhibit 7
T&N: 32 pt.

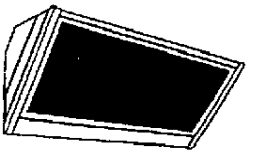
**CODE NAME**
20 COL TRANS

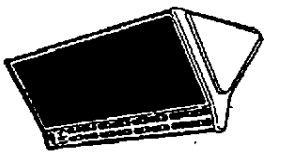
**USAGE**
Requires one transparency

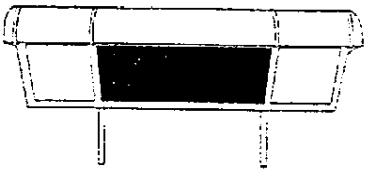

4' Mini-Overhead


6' Mini-Overhead


Overhead III, IIIR and IV


Half Y Sign


Y Sign


Overhead III Decor Kit

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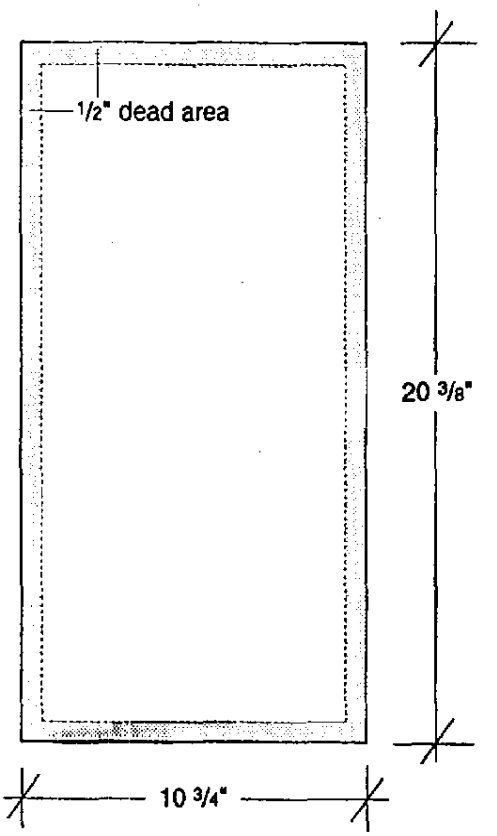
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# SMALL PASTER




**SPECIFICATIONS**
Dimensions: 10 3/4" x 20 3/8"
Area: 219.03 square inches
Warning Notice: Exhibit 4
T&N: 18 pt.

**CODE NAME**
SM PASTER

**USAGE**
Requires one paster

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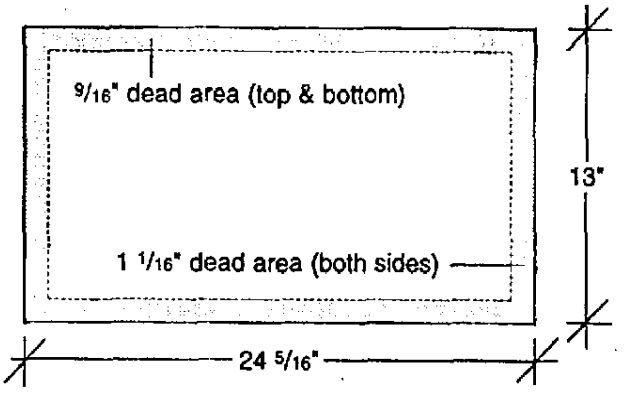
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

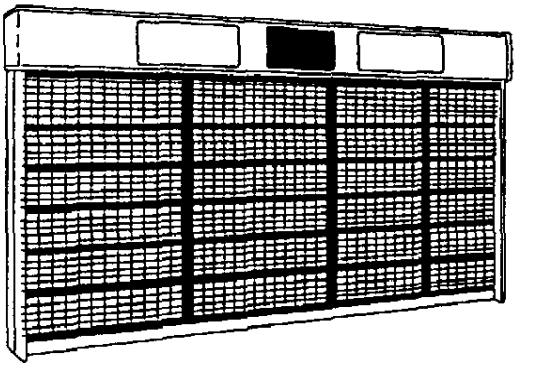
# 24" ENHANCED CANOPY CARD OR TRANSPARENCY

## (24" ENH CAN TRANSP)




**SPECIFICATIONS**
Dimensions: 24 5/16" x 13"
Area: 316.06 square inches
Warning Notice: Exhibit 4
T&N: 18 pt.

**CODE NAME**
24" ENH CAN CD
24" ENH CAN TRANSP



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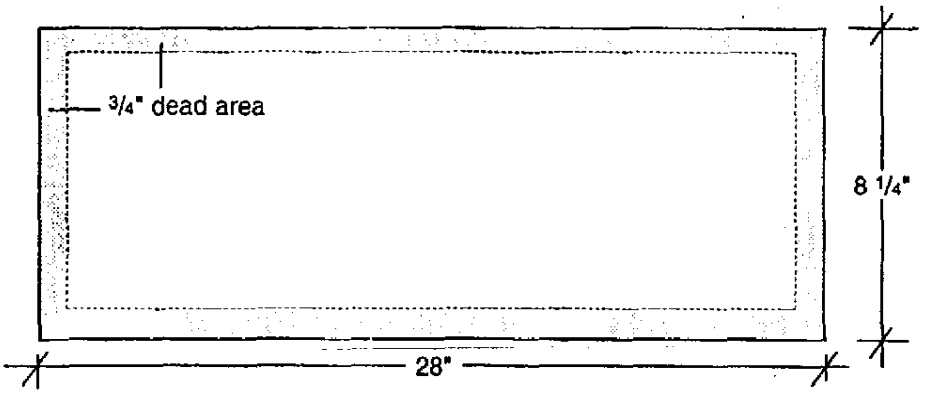
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# 28" CANOPY CARD OR TRANSPARENCY

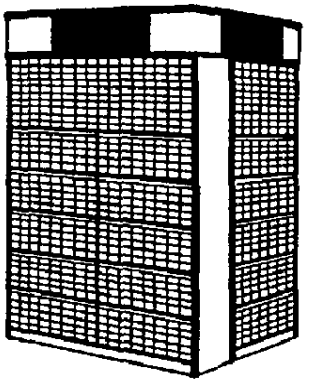
## (28" CANOPY CARD, 28" CTN TRANS)




**SPECIFICATIONS**
Dimensions: 28" x 8 1/4"
Area: 231.00 square inches
Warning Notice: Exhibit 4
T&N: 18 pt.

**CODE NAME**
28" CANOPY CARD
28" CTN TRANS

**USAGE**
Flex/Wood Unit
Requires multiple cards or transparencies based on installation.



Flex/Wood Unit

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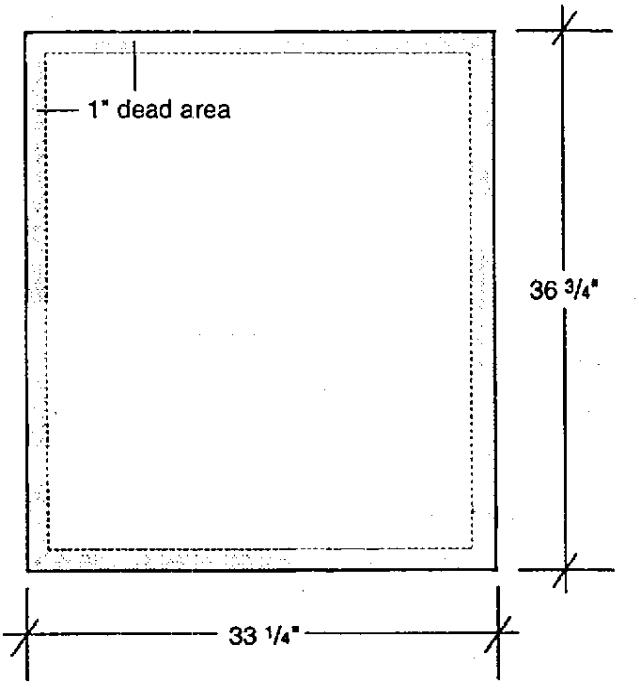
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# 32" x 37" RECTANGULAR TRANSPARENCY

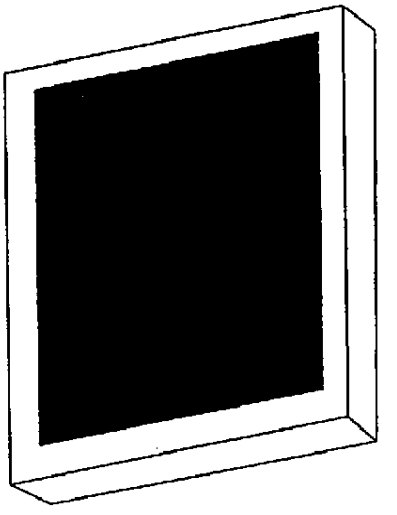
## (32 X 37 TRANS)




**SPECIFICATIONS**
Dimensions: 33 1/4" x 36 3/4"
Area: 1221.94 square inches
Warning Notice: Exhibit 7
T&N: 32 pt.

**CODE NAME**
32 x 37 TRANS

**USAGE**
Requires two transparencies



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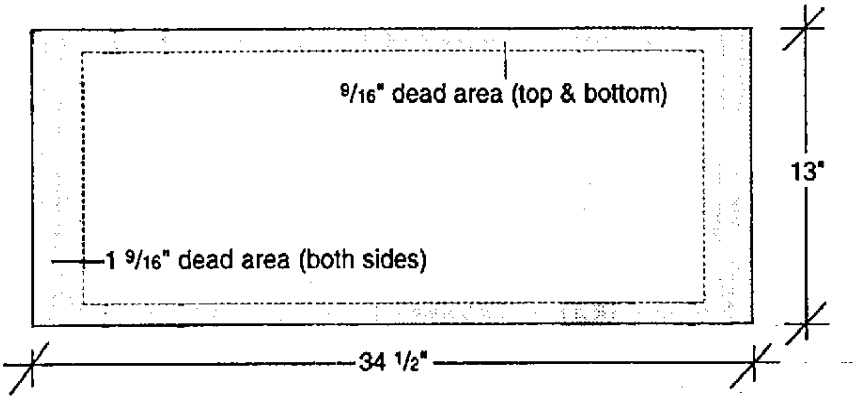
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# 36" ENHANCED CANOPY CARD OR TRANSPARENCY

## (36" ENH CAN TRANSP)

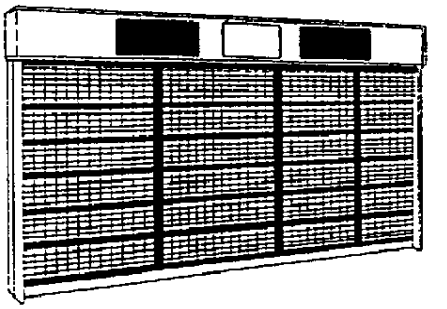



**SPECIFICATIONS**
Dimensions: 34 1/2" x 13"
Area: 448.50 square inches
Warning Notice: Exhibit 5
T&N: 18 pt.

**CODE NAME**
36" ENH CAN CARD
36" ENH CAN TRANSP

**USAGE**
36" Light Thief
Requires two transparencies

Enhanced Canopy
Varies



Enhanced Canopy

36" Light Thief

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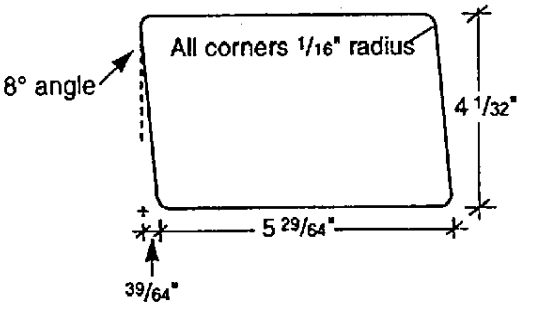
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

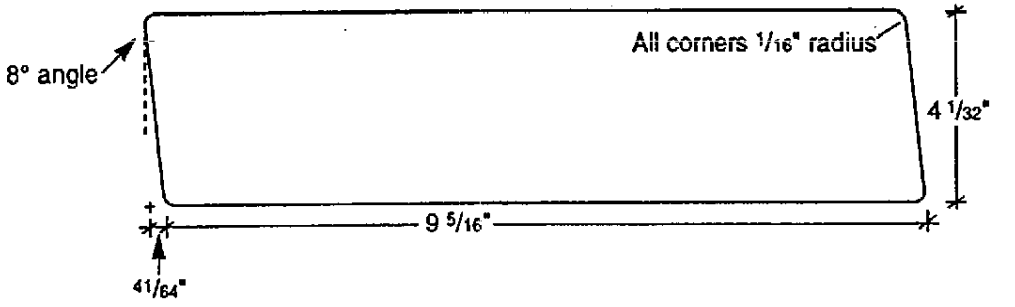
# 40-PACK TRAY LARGE END CAP CARD AND 80-PACK TRAY LARGE END CAP CARD

## ALSO: 30/54-PACK TRAY

**40-PACK TRAY**




**80-PACK TRAY**




**SPECIFICATIONS**

**40-PACK TRAY:**
Dimensions: 5 29/64" x 4 1/32"
Area: 21.96 square inches
Warning Notice: Not required
T&N: 12 pt

**CODE NAME**
40-PK TRAY LG END CAP CD

**USAGE**
Requires two cards

**NOTE:**
Cards print front and back

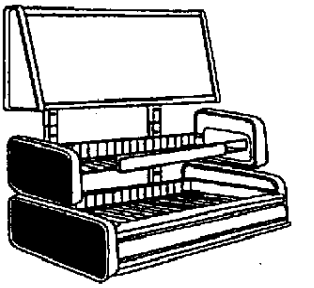
**SPECIFICATIONS**

**80-PACK TRAY:**
Dimensions: 9 5/16" x 4 1/32"
Area: 37.52 square inches
Warning Notice: Exhibit 1
T&N: 12 pt

**CODE NAME**
80-PK TRAY LG END CAP CD

**USAGE**
Requires two cards

**NOTE:**
Cards print front and back



System III Counter Display

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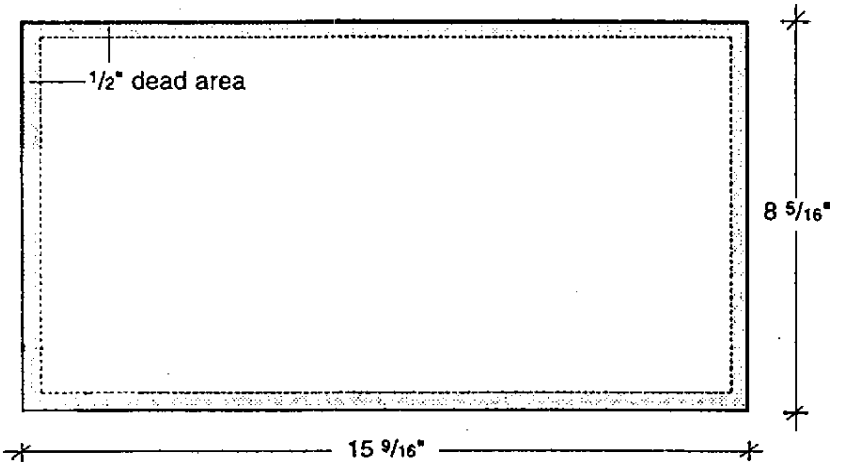
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

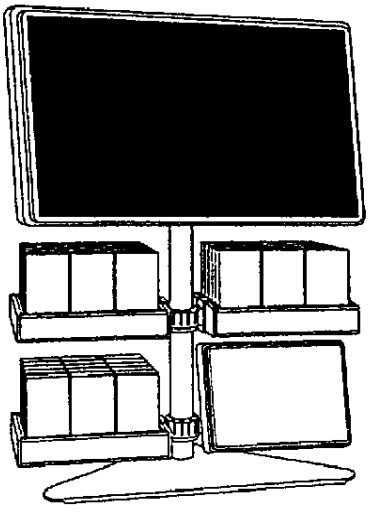
# APD ENHANCED CARD OR TRANSPARENCY




**SPECIFICATIONS**
Dimensions: 15 9/16" x 8 5/16"
Area: 129.36 square inches
Warning Notice: Exhibit 3
T&N: 12 pt.

**CODE NAME**
APD ENH CARD
APD ENH TRANS

**USAGE**
Requires one card or transparency



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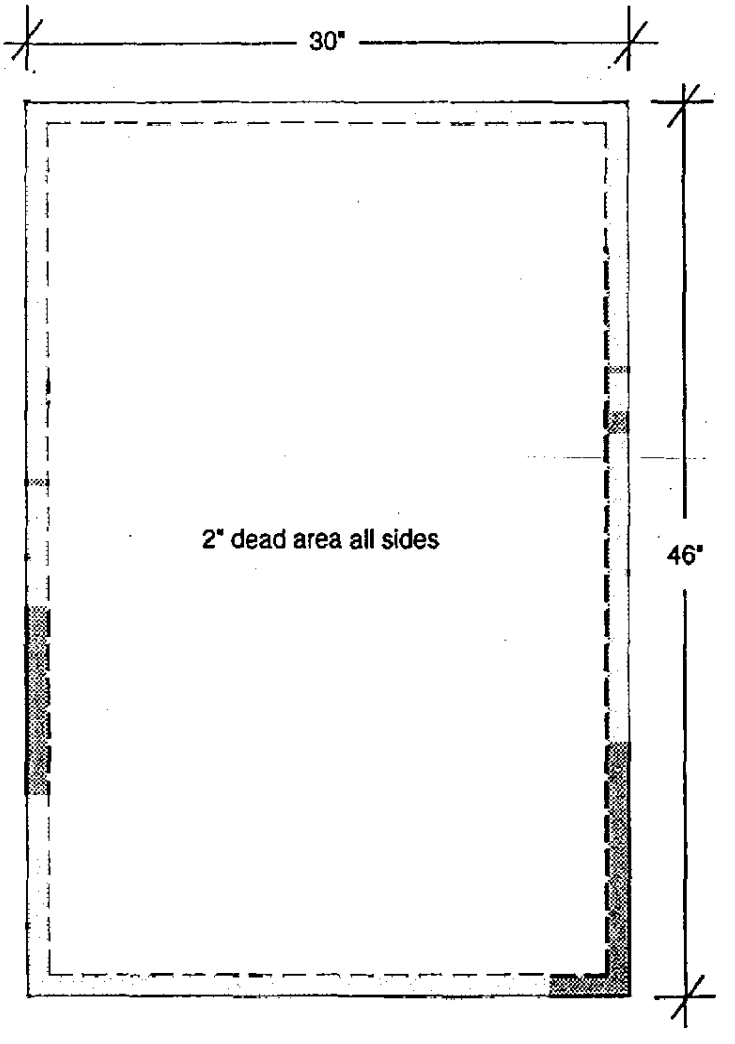
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# ONE SHEET




**SPECIFICATIONS**
Dimensions: 46" x 30"
Area: 1,380 square inches (9.58 square feet)
Warning Notice: Exhibit 7
T&N: 32 pt.

**CODE NAME**
ONE SHEET

**NOTE:** • For backlights, use .0085 Opaline, Britecoat, or similar substrate.
• For paper, use 70 lb. C1S wet strength.

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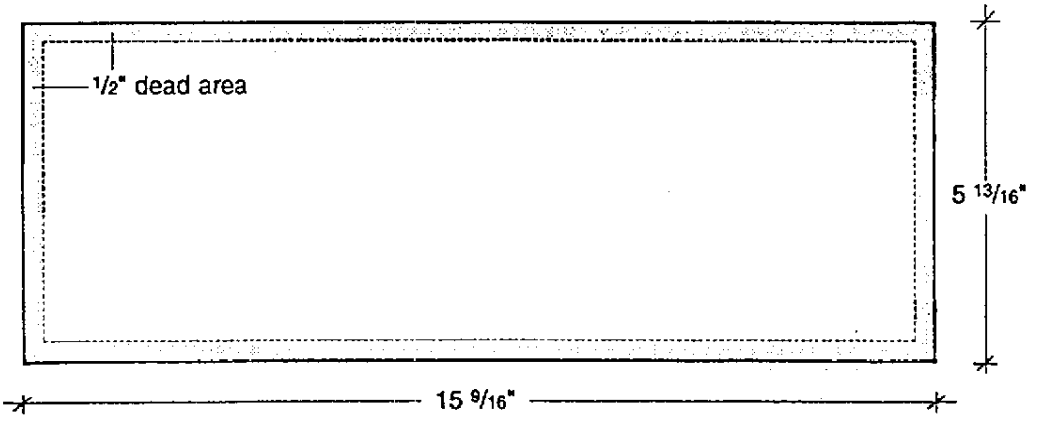
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

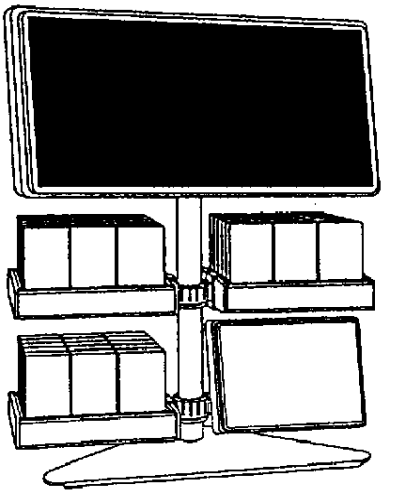
# APD LARGE CARD OR TRANSPARENCY




**SPECIFICATIONS**
Dimensions: 15 9/16" x 5 13/16"
Area: 90.46 square inches
Warning Notice: Exhibit 2 or 2(a)
T&N: 12 pt.

**CODE NAME**
APD LG CARD
APD LG TRANS

**USAGE**
Requires one card or transparency



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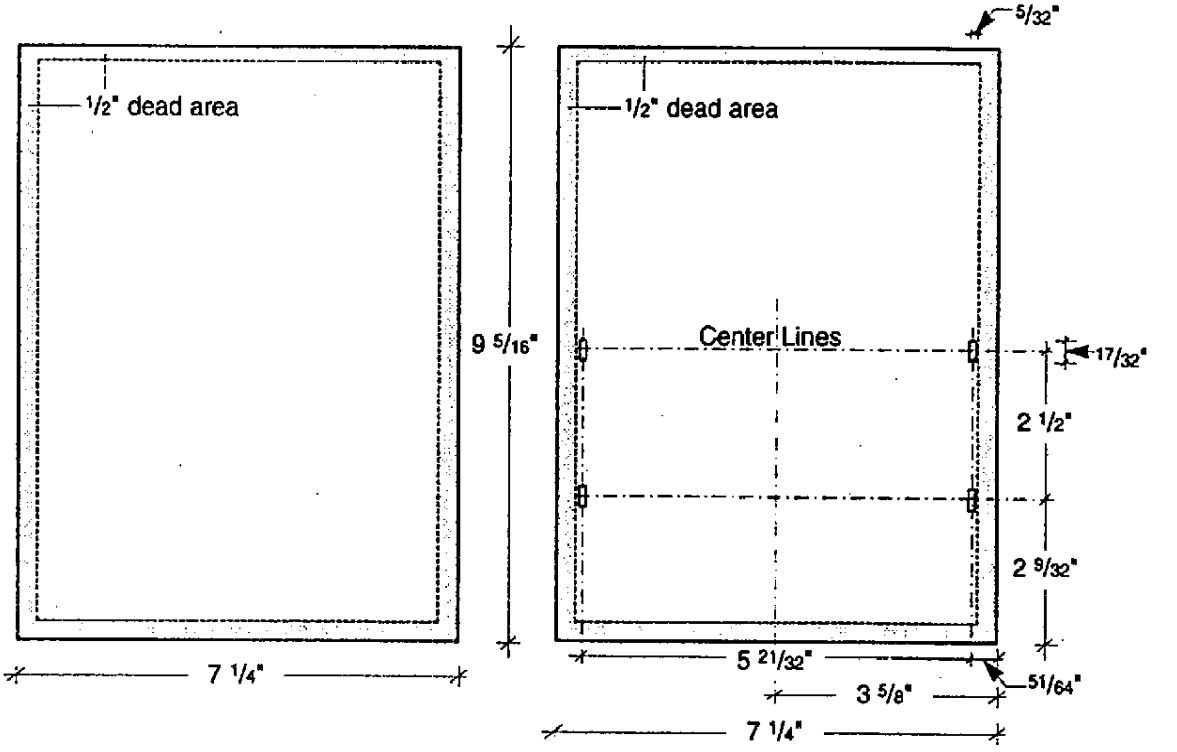
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# APD MEDIUM CARD OR TRANSPARENCY
## ALSO: APD MEDIUM SIGN CATALOGUE HOLDER CARD OR TRANSPARENCY



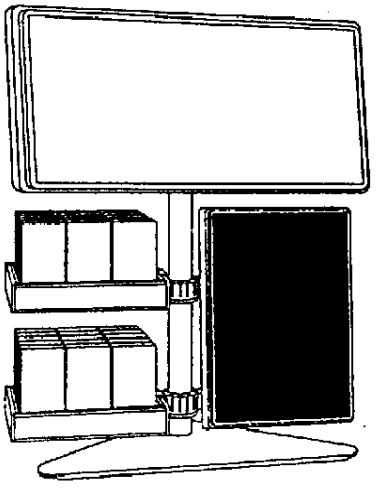

**MEDIUM CARD OR TRANSPARENCY**

**MEDIUM SIGN CATALOGUE HOLDER CARD OR TRANSPARENCY**

**SPECIFICATIONS**
Dimensions: 7 1/4" x 9 5/16"
Area: 67.52 square inches
Warning Notice: Exhibit 2 or 2(a)
T&N: 12 pt.

**CODE NAME**
APD MED CARD
APD MED TRANS
APD MED CATALOGUE CARD
APD MED CATALOGUE TRANS

**USAGE**
Requires one card or transparency



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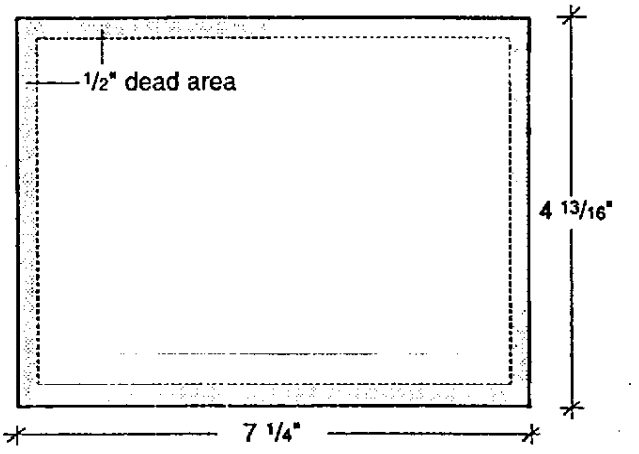
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

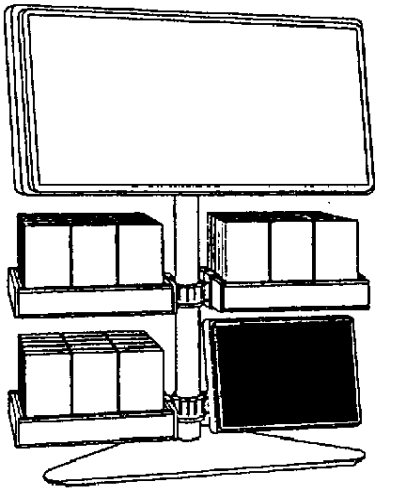
# APD SMALL CARD OR TRANSPARENCY




**SPECIFICATIONS**
Dimensions: 7 1/4" x 4 13/16"
Area: 34.89 square inches
Warning Notice: Not Required
T&N: 12 pt.

**CODE NAME**
APD SM CARD
APD SM TRANS

**USAGE**
Requires one card or transparency



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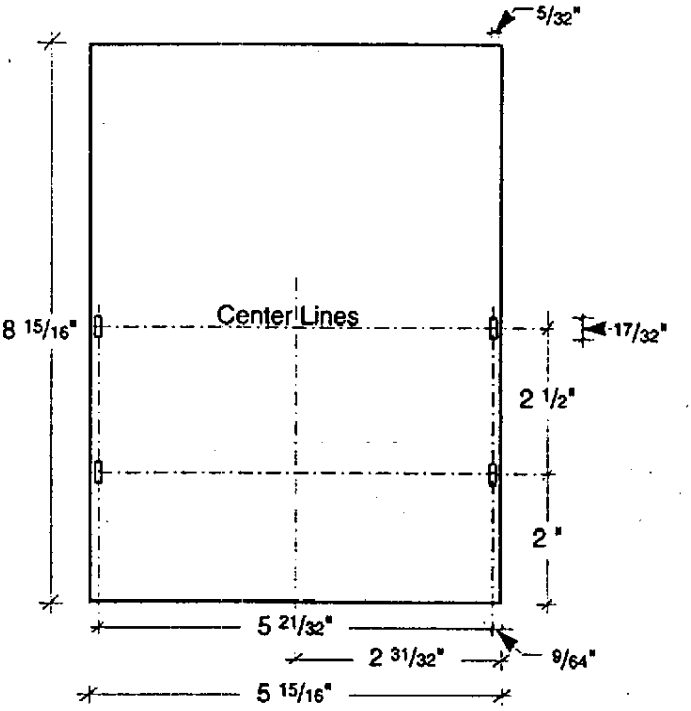
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

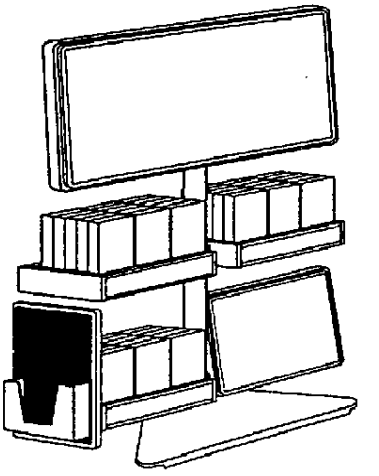
# APD TRAY CATALOGUE CARD




**SPECIFICATIONS**
Dimensions: 5 15/16" x 8 15/16"
Area: 53.05 square inches
Warning Notice: Exhibit 1 or 1(a)
T&N: 12 pt.

**CODE NAME**
APD TRAY CATALOGUE CARD

**USAGE**
Requires one card



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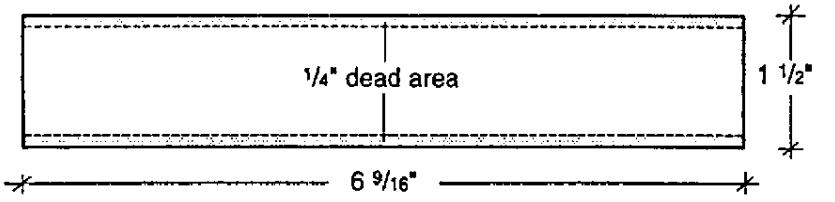
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

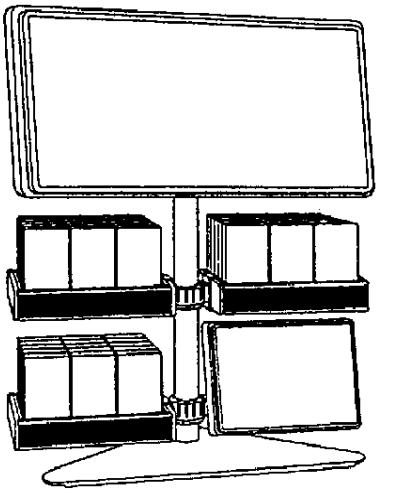
# APD TRAY STRIP




**SPECIFICATIONS**
Dimensions: 6 9/16" x 1 1/2"
Area: 9.84 square inches
Warning Notice: Not Required
T&N: 12 pt.

**CODE NAME**
APD TRAY STRIP

**USAGE**
Requires one card



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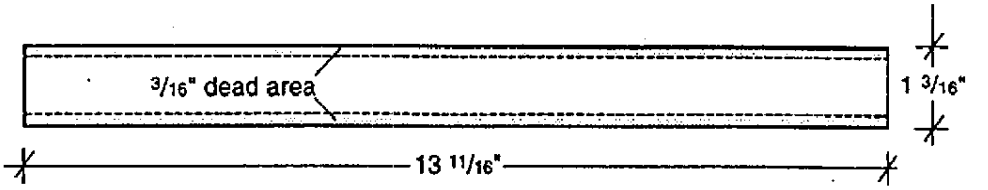
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

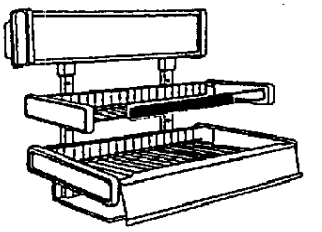
# DISPLAY CHANNEL STRIP
## (CHANNEL STRIP)



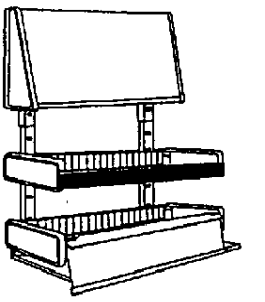

**SPECIFICATIONS**
Dimensions: 13 11/16 " x 1 3/16"
Area: 16.25 square inches
Warning Notice: NA
T&N: 12 pt.*

**CODE NAME**
CHANNEL STRIP

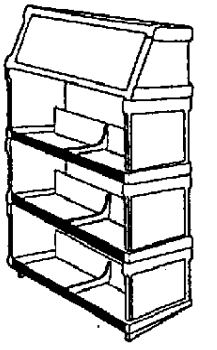
**USAGE**
System III Counter Display
Requires one card
Doral 6-Tray Counter Display
Requires three cards



System III Counter Display
40-Pack Tray



System III Counter Display
30-Pack Tray



Doral 6-Tray Counter Display

*Note: A determination must be made prior to productionas to whether the Display Channel Strip is Temporary or Permanent POS. If Permanent, T&N's are not required.

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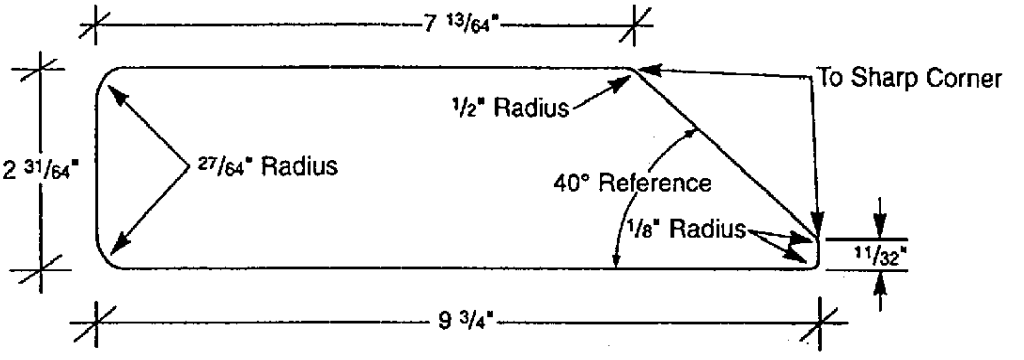
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# ENHANCED 40-PACK TRAY END CAP CARD

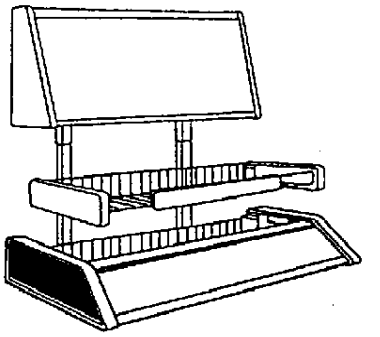



**SPECIFICATIONS**
Dimensions: 9 3/4 " x 2 31/64"
Area: 24.24 square inches
Warning Notice: Not Required
T&N: 12 pt.

**CODE NAME**
ENH 40-PK TRAY END CAP CD

**USAGE**
Requires two cards (one each side)

**NOTE**
Prints two sides



Enhanced 40-Pack Tray End Cap Card

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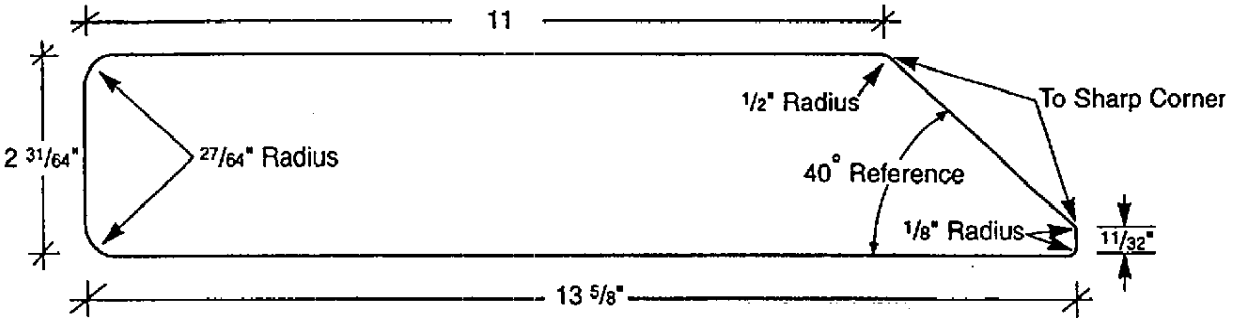
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# ENHANCED 80-PACK TRAY END CAP CARD

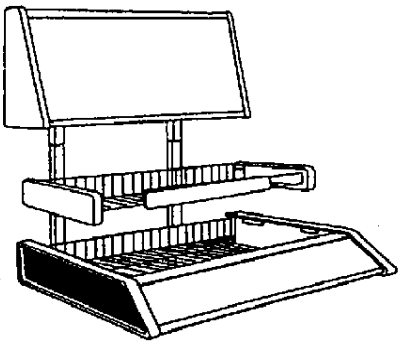



**SPECIFICATIONS**
Dimensions: 13 5/8 " x 2 31/64"
Area: 33.87 square inches
Warning Notice: Not Required
T&N: 12 pt.

**CODE NAME**
ENH 80-PK TRAY END CAP CD

**USAGE**
Requires two cards (one each side)

**NOTE**
Prints two sides



Enhanced 80-Pack Tray End Cap Card

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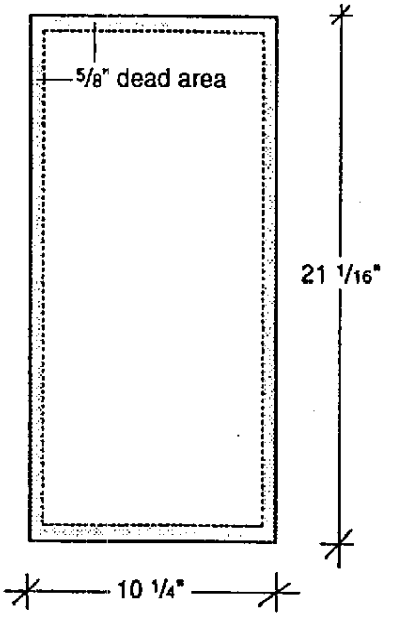
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# FLEX SIDE TRANSPARENCY

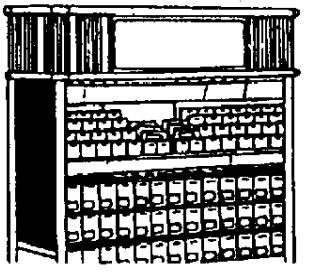
## (FLX SIDE TRANS)




**SPECIFICATIONS**
Dimensions: 10 1/4" x 21 1/16"
Area: 215.89 square inches
Warning Notice: Exhibit 4
T&N: 18 pt.

**CODE NAME**
FLX SIDE TRANS

**USAGE**
Requires one transparency



Flex Carton Merchandiser

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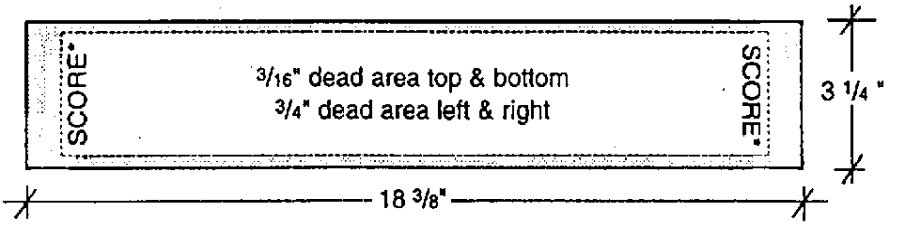
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# LARGE PACKAGE MERCHANDISER CARD OR TRANSPARENCY

## ALSO: PRICER CARD

## (24" PKG CARD, 24" PKG TRANSP)

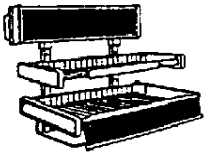


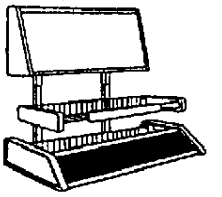

*Note: Score indicated is applicable to card only; not required on transparency.

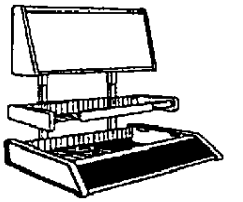
**SPECIFICATIONS**
Dimensions: 18 3/8" x 3 1/4"
Area: 59.72 square inches
Warning Notice: Exhibit 1
T&N 12 pt.

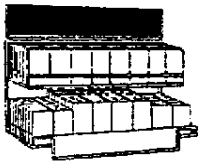
**CODE NAME**
24" PKG CARD
24" PKG TRANSP

**USAGE**
System III Counter Display
Requires one top transparency/card and one bottom card
40 and 80-Pack Tray Enhancement Kit
Requires one card
120 Pack Counter Display
Requires one card
Suction Cup Window Display (Large)
Requires one card
Doral 9-Tray Counter Display
Requires one card

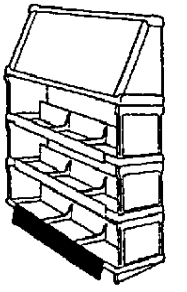

System III Counter Display


40-Pack Tray Enhancement Kit


80-Pack Tray Enhancement Kit


120 Pack Wire Counter Display

Suction Cup Window Display (Large)


Doral 9-Tray Counter Display

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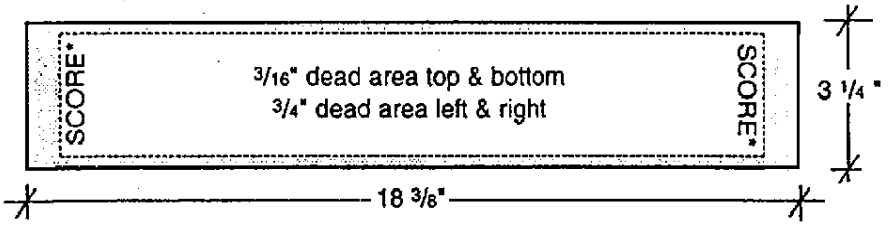
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

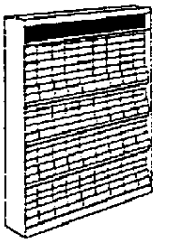
# LARGE PACKAGE MERCHANDISER CARD OR TRANSPARENCY (Continued)



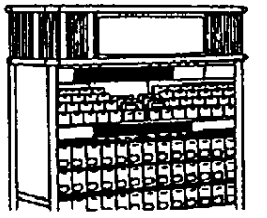

*Note: Score indicated is applicable to card only; not required on transparency.

**USAGE (Continued)**

9, 11, 14, 18, 20-Column Package Merchandiser
Requires one card
Flex Carton Merchandiser
*(2.5', 3', or 4' Flex Sections)*
Requires one or two cards
Permanent Topper Spring Load
Requires two cards
UPM Package Merchandiser
Requires two to six cards



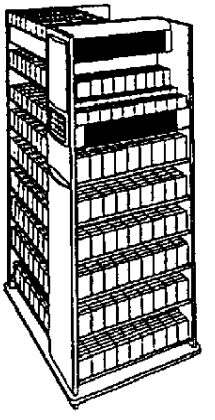
9, 11, 14, 18, 20-Column Package Merchandiser



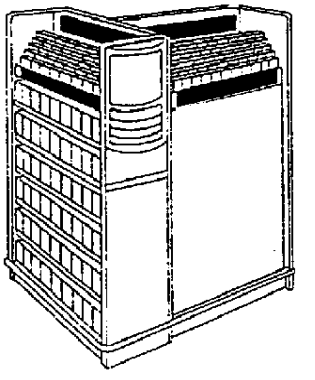
Flex Carton Merchandiser

**Note:** When card is to be used as a Pricer Card, 3 1/8" on right end may be covered with pricing information.

**Note:** A determination must be made prior to production as to whether cards produced are Temporary or Permanent. If Permanent, T&N's are not required.



Permanent Topper Spring Load



UPM Package Merchandiser

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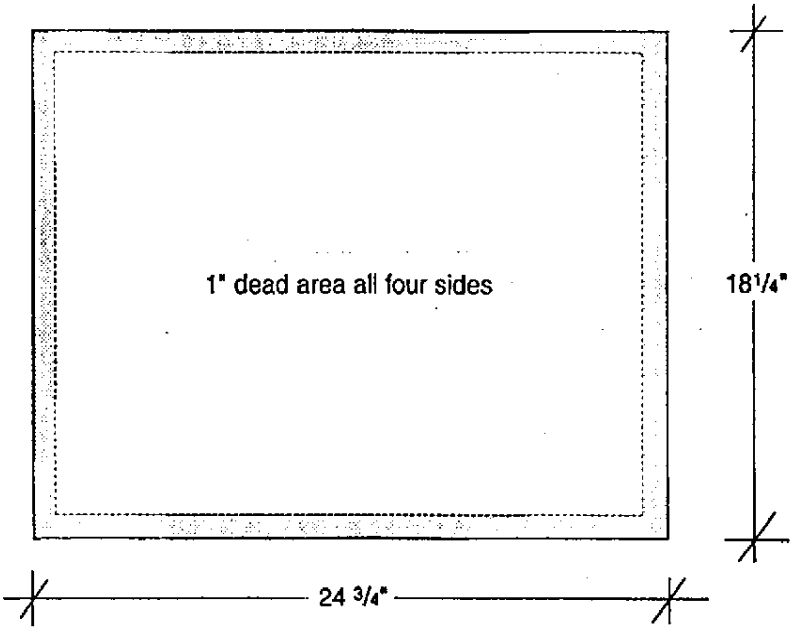
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# LARGE PASTER

## ALSO: 4' MINI OVERHEAD
## 6' MINI OVERHEAD
## OVERHEAD I

**(LARGE PASTER)**

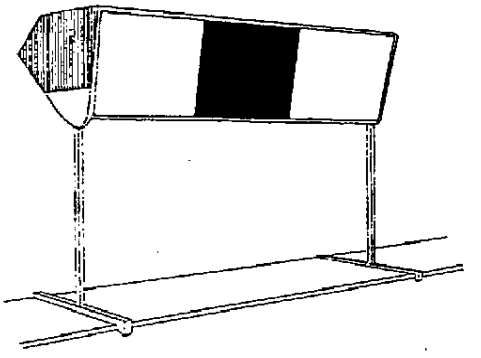



**Paster must be designed horizontally to be used as a card in the overhead units.**

**SPECIFICATIONS**
Dimensions: 24 3/4" x 18 1/4"
Area: 451.69 square inches
Warning Notice: Exhibit 5
T&N: 18 pt.

**CODE NAME**
Mini Overhead - MINI OVHD
Larger Paster - LARGE PASTER

**USAGE**
4' Mini Overhead (one sheet or card)
6' Mini Overhead (one sheet or card)
Overhead I (two sheets or cards)



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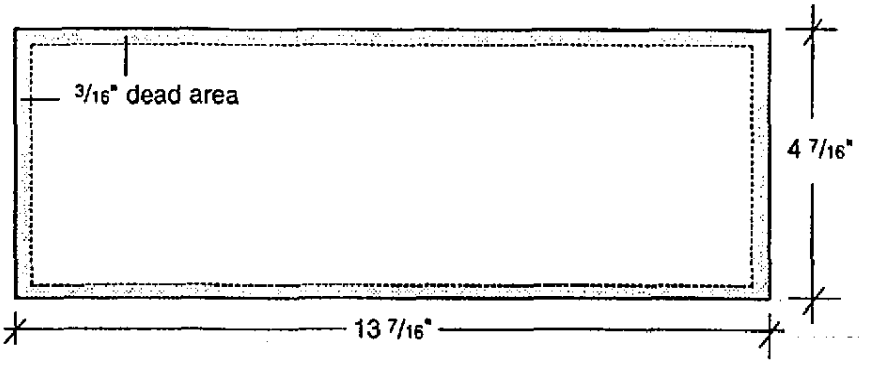
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# LARGE PPD CARD AND TRANSPARENCY
## (LG PPD CARD, LG PPD TRANS)

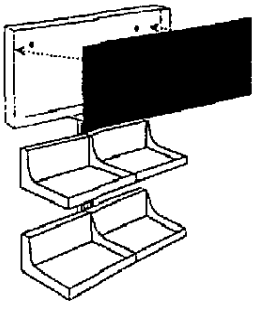


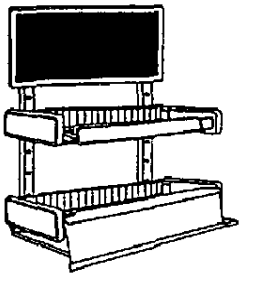

**SPECIFICATIONS**
Dimensions: 13 7/16" x 4 7/16"
Area: 59.67 square inches
Warning Notice: Exhibit 1
T&N: 12 pt.

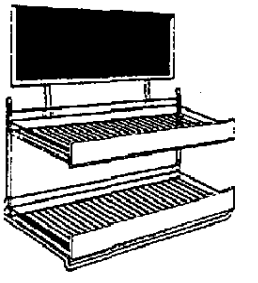
**CODE NAME**
LG PPD CARD
LG PPD TRANS

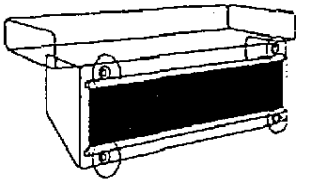
**USAGE**
Requires one card

**ADDITIONAL USAGE:**
Suction Cup Window Display (Small)
Requires one card


PPD Display


System III
30-Pack Tray


Forsyth Display


Suction Cup Window
Display (Small)

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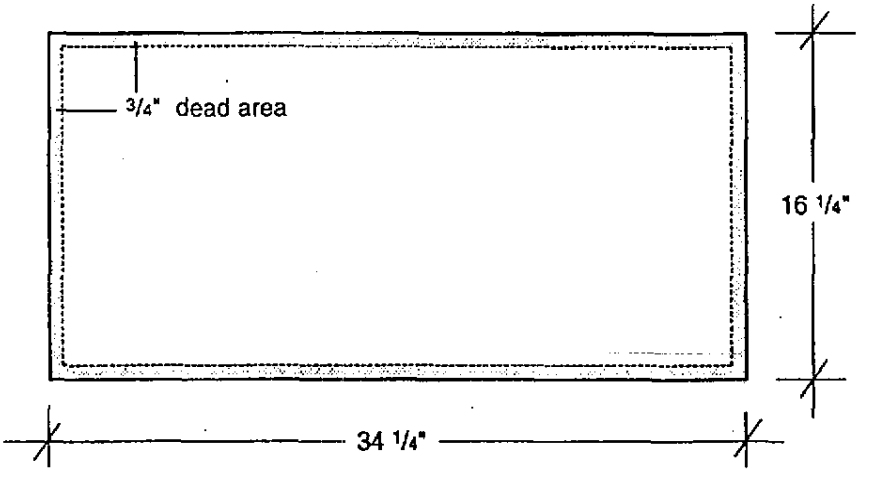
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

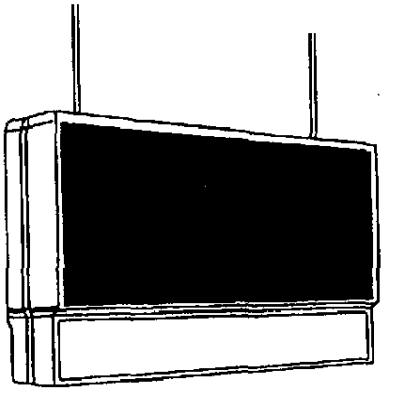
# NON-SELF SERVICE
# ENHANCED SIGN TRANSPARENCY
## (NSS SIGN TRANSP)




**SPECIFICATIONS**
Dimensions: 34 1/4" x 16 1/4"
Area: 556.56 square inches
Warning Notice: Exhibit 6
T&N: 24 pt.

**CODE NAME**
NSS SIGN TRANSP

**USAGE**
Requires two transparencies



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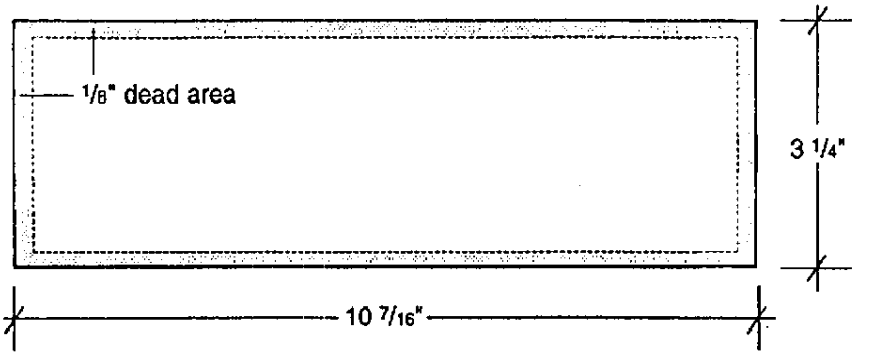
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# SMALL PACKAGE MERCHANDISER CARD OR TRANSPARENCY

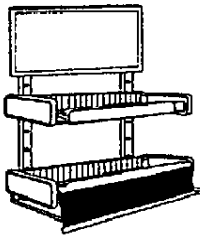
## (16" PKG CARD, 16" PKG TRANSP)



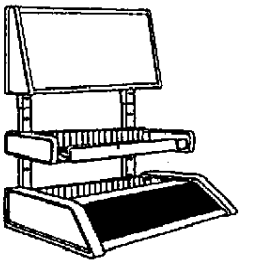

**SPECIFICATIONS**
Dimensions: 10 7/16" x 3 1/4"
Area: 33.93 square inches
Warning Notice: Not required
T&N: 12 pt.

**CODE NAME**
16" PKG CARD
16" PKG TRANSP

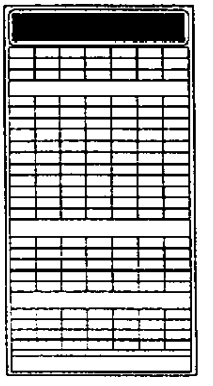
**USAGE**
Package Merchandiser
Requires one card



System III
30-Pack Tray



30-Pack Tray
Enhancement Kit



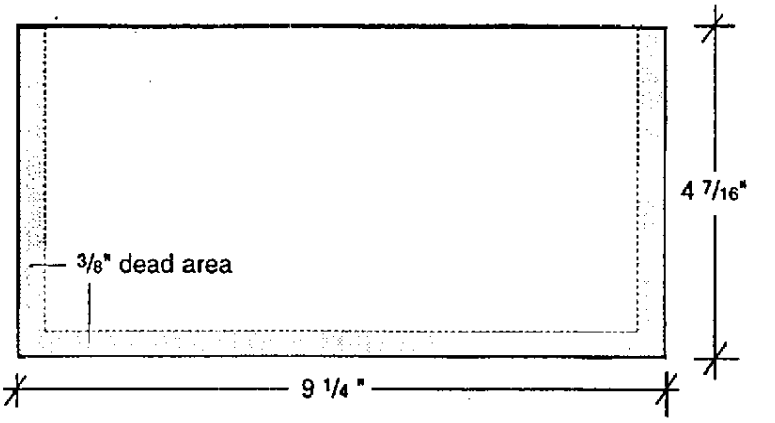
7-Column Package Fixture

51845 4803



Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

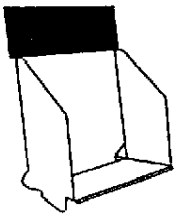
# SMALL PPD CARD
## (SM PPD CARD)

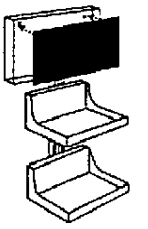


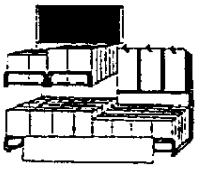

**SPECIFICATIONS**
Dimensions: 9 1/4" x 4 7/16"
Area: 41.05 square inches
Warning Notice: Exhibit 1
T&N: 12 pt.

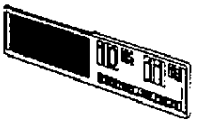
**CODE NAME**
SM PPD CARD

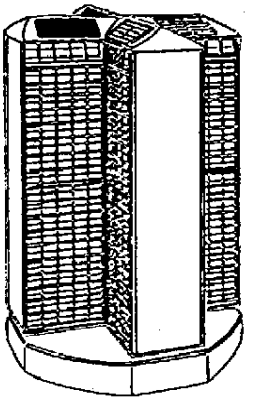
**USAGE**
8-Sided L/P Centralized
Requires four cards
20/30/40 Pack Counter Display
Requires one card
PCD Display
Requires one card
PPD Display
Requires one card
Security Door Pricer
Requires one card


20/30/40 Pack Counter Display


PPD Display


PCD Display


Security Door Pricer


8-Sided L/P Centralized Merchandiser

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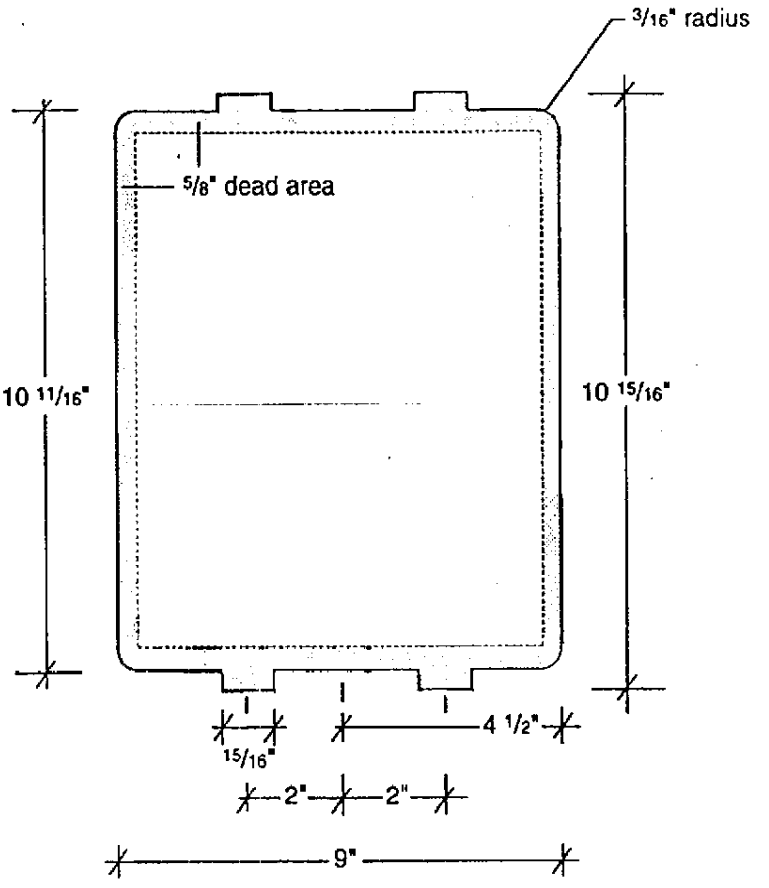
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

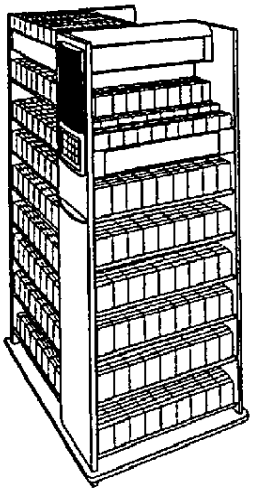
# SMALL SIDE CARD
## (SM SIDE CARD, SVGS CENTER SIDE CD)




**SPECIFICATIONS**
Dimensions: 9" x 10 15/16"
Area: 98.43 square inches
Warning Notice: Exhibit 2
T&N: 12 pt.

**CODE NAME**
SM SIDE CARD
SVGS CENTER SIDE CD

**USAGE**
Requires two cards



UPM Package Merchandiser

51845 4805



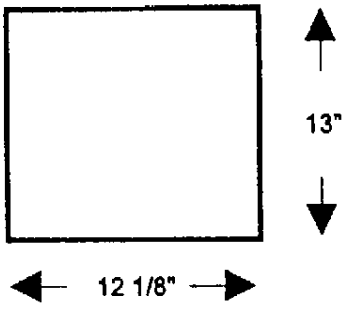
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# 12" ENHANCED CANOPY CARD

**( 12" ENH CAN CD )**

9/16" Dead Area
( Top & Bottom )

1 1/16" Dead Area
( Both Sides )




**Specifications**
Dimensions: 12 1/16" x 13"
Area: ?
Warning Notice: Exhibit # ?
T & N: pt. ?

**Code Name:**
12" ENH CAN CD

51845 4806

Fax Price 40

11/5/97

NEWPOS.XLS

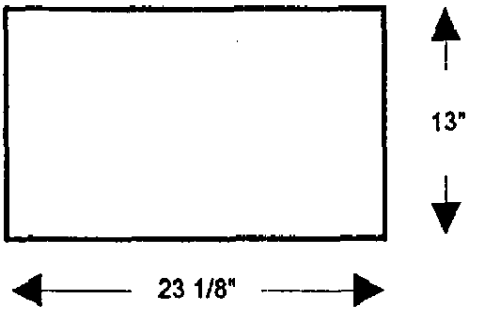
Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# 2 FOOT WOOD CANOPY CARD OR TRANSPARENCY

**( 2 FT WD CAN TRANSP )**

9/16" Dead Area
( Top & Bottom )

1 1/16" Dead Area
( Both Sides )




**Specifications**

| | |
|---|---|
| Dimensions: 23 1/16" x 13" | |
| Area: | ? |
| Warning Notice: Exhibit # | ? |
| T & N: pt. | ? |

**Code Name:**
2 FT WD CAN CD
2 FT WD CAN TRANSP

51845 4807

Fair Price 41

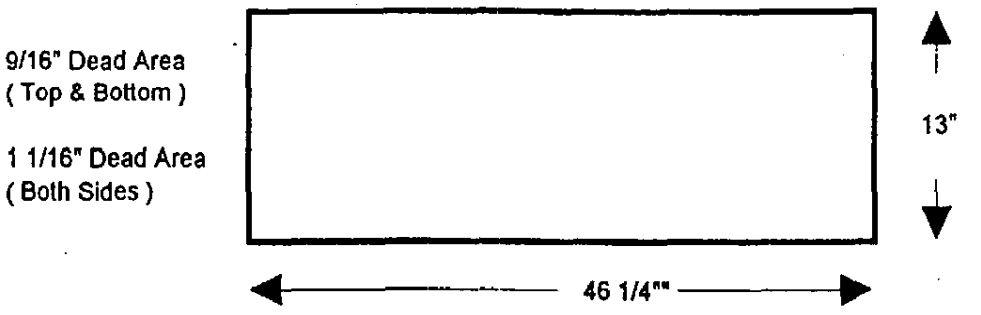
11/5/97

~~NEWPOS.XLS~~

Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000

# 48" ENHANCED CANOPY CARD/TRANSPARENCY

**( 48" ENH CAN TRANSP )**




**Specifications**

Dimensions: 46 3/16" x 13"
Area: ?
Warning Notice: Exhibit # ?
T & N: pt. ?

**Code Name:**

48" ENH CAN CD
48" ENH CAN TRANSP

51845 4808

Full Price 42

11/5/97

NEWPOS.XLS

Source: https://www.industrydocuments.ucsf.edu/docs/fmyy0000